

3-27-86

PM Blues

15-16 mg - menthol cork tip
K & 100's

1st pack Test - 5th packs. use
K&L
PACKS

Newport
Salem
Kool
Belair
Rio green
Nathaniel green
Bryat

which
fits in
advertising
of best
campaign
(300's)
different.

Type of menthol - coolness -
fake
no -

2nd - 10-15 packs - which pack fits best
with add.

1/2 18-21

18-30 y olds only

central city/urban

indiv/kansas
Detroit

3rd - ad/pack

- Metro
city -